

ORDER

**KSNV**

Orders
Order / Rev: 107736
Alt Order #: 06861688
Product Desc: NRCC IE 2012
Estimate: 3336
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: National Media, Inc.
Buying Contact:
Billing Contact:
 815 Slaters Ln.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	98	\$113,800.00	\$96,730.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	98	\$113,800.00	\$96,730.00	0.00
Totals	98	\$113,800.00	\$96,730.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	52%	\$113,800.00
Market	100%	\$218,846.15

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	5%	\$10,942.31
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$35,015.38
KTUD	2%	\$4,376.92
KVVU	20%	\$43,769.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$10,942.31

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/25/12	M-F 5-6a WakeUp w/WaGM	5-6a		MTWTF--	:30	10	\$600.00	1	0.00	NM	10	\$6,000.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	MTWTF--			10		\$600.00		0.00				

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E 1	KSNV	10/19/12	10/25/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	10	\$600.00	1	0.00	NM	10	\$6,000.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	MTWTF--	10		\$600.00		0.00						
E 2	KSNV	10/19/12	10/25/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	10	\$1,000.00	1	0.00	NM	10	\$10,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	MTWTF--	10		\$1,000.00		0.00						
E 3	KSNV	10/19/12	10/25/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,900.00	1	0.00	NM	5	\$9,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	MTWTF--	5		\$1,900.00		0.00						
E 4	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$450.00	1	0.00	NM	2	\$900.00
NW3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$450.00		0.00						
E 5	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$900.00		0.00						
E 6	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	2	\$450.00	1	0.00	NM	2	\$900.00
NW3-SUNRS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$450.00		0.00						
E 7	KSNV	10/19/12	10/25/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	MTWTF--	5		\$425.00		0.00						
E 8	KSNV	10/19/12	10/25/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	10	\$1,800.00	1	0.00	NM	10	\$18,000.00
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	MTWTF--	10		\$1,800.00		0.00						
E 9	KSNV	10/20/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$675.00	1	0.00	NM	3	\$2,025.00
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	3		\$675.00		0.00						
E 10	KSNV	10/19/12	10/25/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	10	\$1,700.00	1	0.00	NM	10	\$17,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	-TWTF--	10		\$1,700.00		0.00						
E 11	KSNV	10/19/12	10/25/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	-TWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
NWS3 J. RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/19/12	10/25/12	-TWTF--	5		\$900.00		0.00						
E 12	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$525.00		0.00						
E 13	KSNV	10/22/12	10/22/12		CM	8-9pm	M-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00

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				Mon PR 8-9p											
				Monday Prime 8-9pm											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$4,000.00			0.00			
E 14	KSNV	10/23/12	10/23/12	Tues PR 8-9p	CM	8-9pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Tuesday Prime 8-9pm											
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$4,000.00			0.00			
E 15	KSNV	10/21/12	10/21/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				NFL Pre-Game											
FTBL NITE AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$2,400.00			0.00			
E 16	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
				News 3 in Prime											
NWS3 LVE-PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		2			\$1,800.00			0.00			
E 17	KSNV	10/22/12	10/22/12	News 3 Live in Prime	CM	7-10pm	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				News 3 in Prime											
NWS FOLO DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$1,200.00			0.00			
E 18	KSNV	10/19/12	10/25/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
				M-F News 3 at Eleven											
NEWS 3 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/19/12	10/25/12	MTWTF--		3			\$1,400.00			0.00			
E 19	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				Sa-Su News 3 at Eleven											
WKD2 NWS-AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		2			\$1,400.00			0.00			
E 20	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Sa-Su News 3 at Eleven											
WKD NWS3 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$1,400.00			0.00			
E 21	KSNV	10/19/12	10/25/12	The Tonight Show	CM	1135p-1236a	MTWTF--	:30	10	\$750.00	1	0.00	NM	10	\$7,500.00
				Tonight Show											
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/19/12	10/25/12	MTWTF--		10			\$750.00			0.00			
E 22	KSNV	10/19/12	10/25/12	Late Night w/Fallon	CM	1236a-136am	MTWTF--	:30	6	\$350.00	1	0.00	NM	6	\$2,100.00
				Late Night w/Fallon											
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/19/12	10/25/12	MTWTF--		6			\$350.00			0.00			
E 23	KSNV	10/21/12	10/21/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				Jeopardy in Prime											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$1,200.00			0.00			
E 24	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
SPORT NT-L VGS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$400.00			0.00			
													Totals	98	\$113,800.00